

# CONSUMER RESPONSE UPDATE

May 2003: Issue N°15



## HIGHLIGHTS

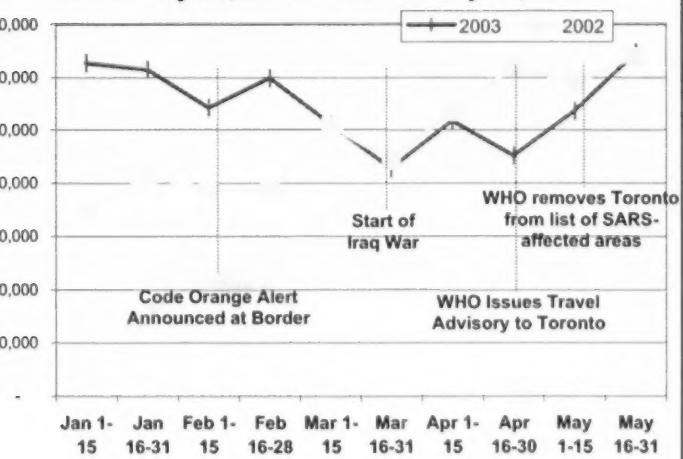
- User sessions with OntarioTravel.net slowed amid SARS and the War. By the end of May, though, user sessions returned to a level in line with 2002.
- To June 16, registrations with OntarioTravel.net totalled 45,000! Opt-ins equalled 28,500!
- User sessions with TourismPartners.com grew 35% over May 2002!
- In May, fulfillment requests jumped 57% over last May!

## WEB SITES

### CONSUMER SITE – [www.OntarioTravel.net](http://www.OntarioTravel.net)

- Between January and May, user sessions at OntarioTravel.net slowed with major announcements relating to SARS and the Iraq War.
- User sessions fell most below last year's levels (-25%) between April 23 and 30 when the WHO advisory against travel to Toronto was in effect.
- On May 14, when the WHO announced the removal of Toronto from its list of SARS-affected areas, user sessions began their return to a level in line with 2002.

#### War, SARS Hindered Growth in User Sessions: Jan 1- May 31, 2003 vs. Jan 1-May 31, 2002

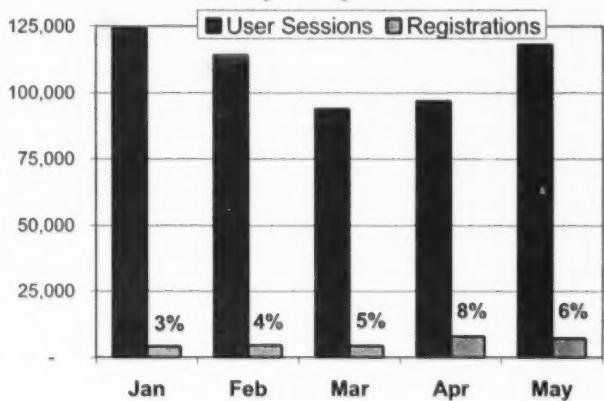


- User sessions for the entire month of May totalled 118,100, a drop of 4% over May 2002.

## REGISTERED CONSUMERS

- Consumer registrations with OntarioTravel.net grew in volume January to May despite the slowdown in user sessions March to May.
- In May, 6% (7,400) of user sessions resulted in consumer registrations. Four months earlier in January, just 3% (4,100) of a greater amount of user sessions resulted in consumer registrations.
- It seems likely that multiple marketing tactics directing consumers to OTMPC MicroSites, like Spring and Summer postcards and contests, were responsible for the greater proportion of consumer registrations in April and May.

### User Sessions Resulting in Registrations: January - May 2003



- From the site launch to June 16, registrations with OntarioTravel.net totalled 45,000!

- Even more impressive are opt-ins. To June 16, 28,500 consumers opted to receive e-marketing material from OTMPC!

### PARTNERS SITE – [www.TourismPartners.com](http://www.TourismPartners.com)

- In May, user sessions with TourismPartners.com totalled 4,500, an increase of 35% over May

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*travel*

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2002. User sessions at the site over a one-month period have never before been this high!

- User sessions were strongest toward the beginning of May, the increased response seeming to come on the heels of government announcements of plans designed to rejuvenate Ontario tourism.
- The most downloaded publication (1,770 downloads) from TourismPartners.com in May was OTMPC's 2003-04 Marketing Plan. A sign of the times, May's next most popular download (1,048 downloads) was OTMPC President Bill Kenny's update on the Assurance and Recovery Programs in light of SARS.

### REGISTERED PARTNERS

- From the site launch to June 16, 2,900 partners registered with TourismPartners.com.

### CALL CENTRE

- Calls to the Call Centre in May dropped 13% over May 2002. May's decline represented the smallest year-over-year drop in call volume this year, as call volume January to April dropped 29% over January to April 2002. Despite this, calls in May were lower in volume than in any May in the past five years.
- Call Centre agents were offered the largest volume of calls (771) for a Wednesday in May on May 28, the day OTMPC's Union Station event took place.
- In May, 83% of calls came from Canadians and 17% from Americans. Pre-SARS, in January and February, calls from Americans averaged 19% of total calls.

### FULFILLMENT CENTRE

- 48,700 fulfillment pieces were requested in May by Canadians (83%), Americans (15%) and overseas residents (2%).
- 57% more fulfillment pieces were distributed to consumers in May than in May 2002! A same amount of kits were available this May as last.
- Growth in distribution in May likely came from consumers' new ability, versus last May, to order fulfillment pieces online at OntarioTravel.net.
- 18,300 (38%) pieces in May were distributed thanks to online orders. Without these online orders, fulfillment

distribution would have fallen over last May.

- A stronger call-to-action this May versus last in OTMPC's Summer campaign for consumers to request fulfillment guides may also have contributed to the rise in distribution.
- OTMPC's 'Rush Hour' TV ad in May urged consumers to request Summer guides, while not all spots running last May did. As well, a greater amount of Summer, Angling and Adventure postcards were dropped this May versus last; all urging consumers to request free guides.
- Among May's top ten fulfillment requests were OTMPC's Summer Experience Guide and Road Map pictured on the Summer postcard, the Summer Events Guide pictured in OTMPC's 'Rush Hour' TV spot, the Fish Ontario Guide shown on the Angling postcard and the Adventure Guide on the Adventure postcard.

### Top Ten Fulfillment Requests: May 2003

	Fulfillment Piece / Kit	Quantity Distrib'd
1	2003 Ontario Reference Guide	6,005
2	Ontario Road Map	7,493
3	2003 Summer Experience Guide	4,947
4	2003 Summer Events Guide	3,815
5	2003 Ontario Parks Guide	3,571
6	2003 Adventure Guide	2,485
7	Attractions Ontario Passport	2,227
8	Backroads and Getaway Guide	1,868
9	2003 Fish Ontario Guide	1,605
10	2003 Spring Experience Guide	1,443

### ONLINE PUBLICATIONS

- A likely result of OTMPC's Summer advertising, the Summer Experience (5,428 downloads) and Events (4,003 downloads) Guides were the most downloaded publications from OntarioTravel.net in May.
- The 'Traveler's Update' (2,916 downloads) on SARS was the third most popular file downloaded from OntarioTravel.net.

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*most popular*